

LCN Fund Full Submission

Supplementary Answer Form

Tick if this answer is Confidential: ☐

Tick if this answer has been provided verbally: ☐

Project code:	UKPNT205	Question Number	14
Question date	29 August 2013	Answer date	2 September 2013
Submission section question relates to	Section 2: Project description		
Topic	Learning		
Question	What Low Carbon lessons do the participants expect to learn from this project?		
Notes on question			
Answer	<p>It is important to note that research shows that participants are not interested in saving carbon. Asking them to is a known turn-off for engaging in demand side management. Participants are interested in saving money and (sometimes) energy.</p> <p>Participants will learn how to save money and energy in the following ways:</p> <ul style="list-style-type: none"> • Through improved 'energy literacy'. I.e. they will better understand how they use energy, for what, and when. They will better understand what uses lots of energy in the home and what uses little energy, and how much this costs them. Therefore, they will feel more in control of their energy use and therefore to some degree their bills and emissions. • Through increased energy 'salience'. I.e. they will think about energy more frequently and be more likely to take it into account in making decisions. • Through improved understanding of how they can shift energy use around to save energy, using deferrable tasks, like clothes washing, dish-washing, secondary electric heating, at different times to cost them less. <p>Clearly, our engagement will seek to make a link to climate change, but are likely for the reasons above to leverage customers' existing feeling that saving energy is</p>		

	'a good thing' (without the awareness necessarily of the link to climate change) and saving money.
Attachments	
Verbal Clarifications (Consultants)	